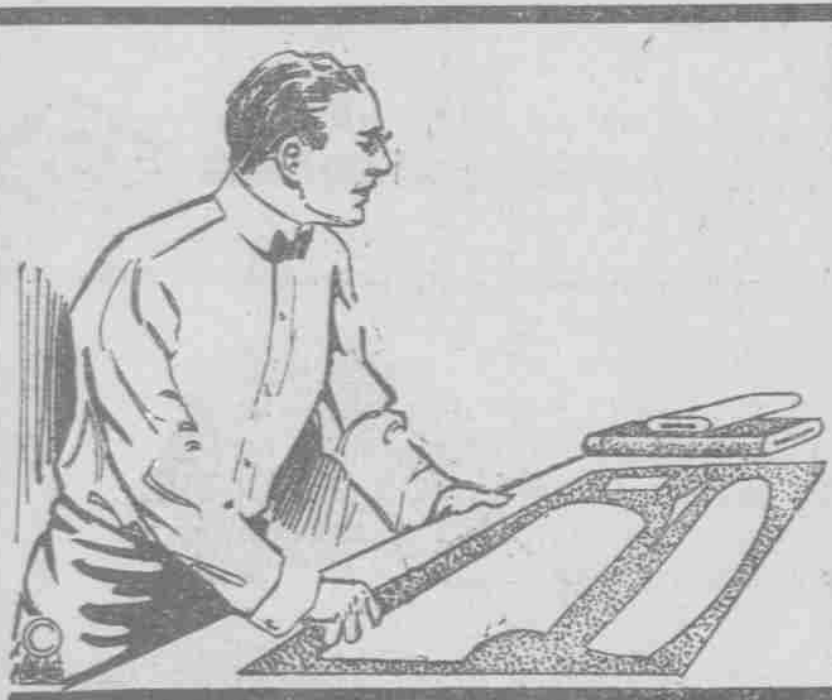


Spring Millinery Most Charming



Prompt Delivery Accurate Measurements

No use trying to persuade yourself that you've felt perfectly comfy in a suit made to an "approximate measurement" any more than you'd be tickled pink with a photograph of a half dozen men of your general type and have to call it a good picture of yourself. We are no lightning change artists. We don't profess to be able to make your clothes over night, but we will give you the best that is in us, in an able cutter, in top-notch tailors and the fabric market. Man, we are as anxious to make you a suit that will fit you and give perfect satisfaction as you are to have it!

Drop in tomorrow and let's talk it over!

Geo. A. Mansfield & Company
Mills Building Mills Building
"Not an Expensive Shop."

Dr. H. A. MAGRUDER
DENTIST

I Don't Work For Negroes

References: ASK ANYONE. COLES BLDG. 10th Year El Paso

Trimnings Veer Around to the Front This Season; Ottoman and Grosgrain Ribbons the Favorites; Taffeta Hats a Craze; the Rembrandt Feather and Tam Crown; Lace and Maline Hats For Ceremonious Wear.

ONE of the most interesting features of new spring millinery is the front trimming. Every season hat trimmings edge one way or the other around the crown. Sometimes they are at one side, sometimes at the other. A few years ago the Alsatienne bow at the front was the mode; then the big bow across the back rose to favor. Last summer the modish location was a little toward one side of the back—or as one might naughtily express it, a little south-west of south. This spring front trimmings are in fashion. The front trimmings that tower above the hat crown in steeple effect and most of these chic front trimmings are as stiff and unbending as steel themselves. They are made of pleated ribbon, of flowers wired in brush effect, or of feathers in some set and conventional arrangement. These up-standing front trimmings are called Francois Premier or Rembrandt feathers, since this mode of trimming dates back to the time of Rembrandt and Francois First of France. There are actual hats patterned after the picturesque Rembrandt headgear. These hats have high crowns on the tam order and the crown is flattened and lifted at the front by the straight, up-standing feather. The soft crowns are made of velvet, of taffeta in the new changeable or chameleon color effects, of lace, of hemp, or straw braids of flexible quality, and sometimes the under side of the big Tam crown is of a darker material, the two fabrics being joined with a corded piping. These Tam crowns are usually set within rolling brims of straw, and a few models have brims made of the same fabric

as the crown—as, for instance, the attractive model by Marie Crozet, which is built throughout of chameleon taffeta in green and blue and white, has a Francois First feather in shades of green and blue to match the silk. Another popular hat is the East Indian turban. Soft folds of lustrous silk are swathed round and round a high crown, taping across each other in front. There is no brim on this toque, but in the center rises the inevitable Francois First feather—a fluffy brush affair made of ostrich. These white feathers at the front of the hat give an effect of knowingness and sophistication to the face, and sometimes, one regrets, the fact is a little hardened by the style; but the white feather of Francois and Rembrandt seems to have come to stay—at least during the weeks of the early models for street wear with tailored suits. Only two types of hats are required in these first spring weeks: smart, rather severely trimmed hats for use with tailored costumes of mohair or lightweight worsteds, and very dressy hats for use with the elaborate gowns that are worn at afternoon functions of a ceremonious nature.

In the latter classification comes a stunning hat of lace and plumes which has been duplicated several times by its creator, lace being combined in each case with a long plume in the palest coloring. The lace, which is gold Chantilly, is mounted over a graceful, low-crowned frame which has a large head size so that the big crown settles far down over the hair. The brim is wide and soft and at one side rolls over and over, back against the crown, this rolled over brim forming a tube, into which is thrust the stem of the superb white ostrich plume that droops over the side of the hat on the shoulders. The hat has been repeated also in champagne colored milnes lace with a plume in the same tint, and in silver Chantilly with a pale gray plume. Every hat brim has a little move-

ment of its own—to paraphrase a popular musical hit. The French milliner speaks often of the "movement" of a hat brim, which may be piquant or picturesque or sympathetic, and which must be emphasized by the arrangement of the trimming. If the completed hat is to express anything—and, mind you, every French hat does express something, which is the secret of its ineffable chic. You may not entirely grasp the meaning, but you are certain to feel the chic.

To get back to brim movements, it is really remarkable how many ways the hat manufacturers have found to make a brim roll; and it is exactly in this point of roll or "movement" of the brim that lies the smartness of the model. The very exclusive hat has a subtle roll, impossible to imitate, yet replete with chic and charm. Cheaper models roll also, but the roll may be too emphatic, which will make just the difference between dash and hardness.

It is the woman who has an instinctive comprehension of this subtle quality of meaning in hat trimmings and hat shapes who makes a clever home milliner. Provided the "movement" of the hat brim and the shape of the crown are all right, a minimum of trimming will answer. Indeed, some of the most stunning hats have little more than a yard or two of ribbon pleated into a cockade, at one side of the crown or perched against the brim. The ribbon, one observes, is always a ribbed sort like grosgrain or the heavier Ottoman ribbon. It seems that millions of yards must have been used this spring in the pleated bows, cockades and cockades that adorn the smart tailored hats already being worn with spring suits of serge or worsted mixture. Sometimes the ribbon matches the straw, which in these tailored hats is usually a very fine milan, and sometimes black and

(Continued on next page.)

YOU CAN DO BETTER AT THE
HAT SHOP



EASTER MILLINERY Exclusive Smart Styles

Easter exposition of correct Millinery that is a credit to our acknowledged leadership—inexpensive creations portraying that exclusive and distinctive style touch that always marks The Hat Shop Millinery.

Would You Be Willing to Pay Less for Your Easter Hat?

While we are immensely proud of our display of beautiful Spring Hats, we realize that every woman in El Paso and vicinity would be glad to save money just at this time upon her millinery. According to our well-known policy of giving the most up-to-date styles and best values at lower prices, we will feature new and fashionable Spring and Easter Hats at

**\$5.00, \$6.50
\$7.50, \$10.00
\$12.50, \$15.00**

SEE OUR NEW SHOWING OF
Shapes
not of ordinary quality.

Mannish Derby
in the latest effects.

THE HAT SHOP

112 Texas Street.